



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FOURTH SEMESTER – APRIL 2023

16/17/18UBU4ES02 – CONSUMER BEHAVIOUR

Date: 06-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Q. No Answer ALL Questions (10 x 2 = 20 Marks)

- 1 What do you mean by Consumer Behaviour?
- 2 Define Market Segmentation.
- 3 What is Consumer Research?
- 4 Define Perception.
- 5 What do you understand from the term Post Purchase Behaviour?
- 6 Define Attitude.
- 7 What do you mean by Family Life Cycle?
- 8 List the role of the child in Decision-Making.
- 9 What do you mean by "Subculture"?
- 10 Define Organizational Buying Decision.

PART – B

Answer any FOUR Questions (4 x 10 = 40 Marks)

- 11 Explain the types of Consumer Behavior.
- 12 Elucidate market segmentation in launching a new product.
- 13 Explain the essential elements of Motivation.
- 14 Briefly explain the process of Perception.
- 15 Explicate how the family group influences Consumer Behaviour.
- 16 Describe the socio-cultural values of Consumer Behaviour.
- 17 Discuss the process of Organizational Buying Decisions.

PART – C

Answer any TWO Questions (2 x 20 = 40 Marks)

- 18 Deliberate the Consumer Decision Making process with examples.
- 19 Elaborate the Howard Seth Model of Consumer Behaviour.
- 20 Examine the steps involved in the stages of the family life cycle.
- 21 Discuss how you will use the concept of subculture for marketing decision-making.

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